

**HISTORIC LANDMARKS COMMISSION
CITY LANDMARK DESIGNATION
STAFF REPORT**

**SCHAUER PRINTING BUILDING
1126 SANTA BARBARA STREET
SANTA BARBARA, CALIFORNIA
APN 029-162-040**

Background:



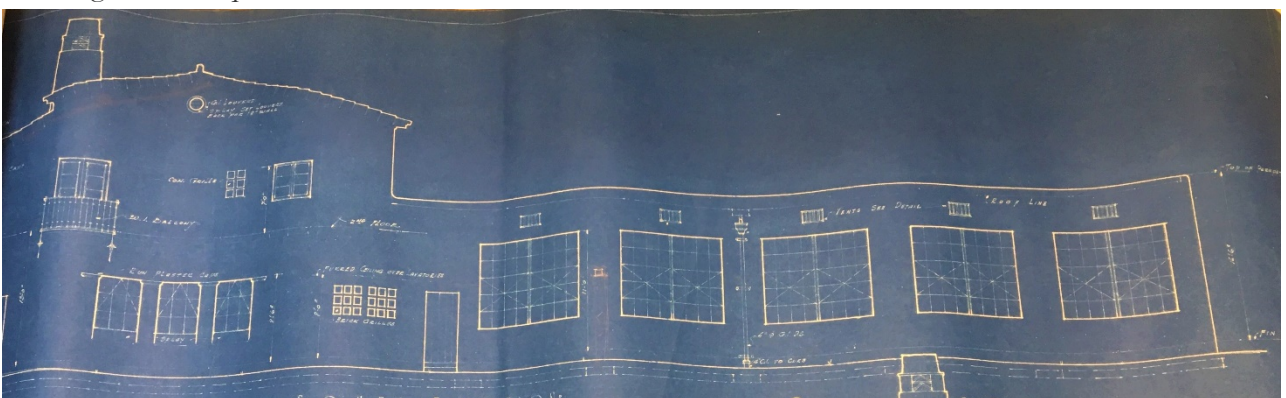
Noted Santa Barbara architecture firm of Edwards and Plunkett designed the Schauer printing building in 1930. Edwards and Plunkett designed the building in the Spanish Colonial Revival style for Thomas M. Storke, publisher of the newspaper *The Santa Barbara News Press*, to house a print shop and offices on the first floor with apartments on the second floor.

The City placed the building on the Potential Historic Resources List in 1978. The proposed boundary of the City Landmark designation includes the entire parcel as the building takes up the majority of the parcel. Because the building meets the City Landmark eligibility criteria for its architectural style and historical significance, it is the opinion of the Historic Landmarks Commission Designation Subcommittee that the building is an excellent candidate for City Landmark designation.

Historic Context and Architects Edwards and Plunkett: Thomas M. Storke, publisher of the local newspaper *Santa Barbara News Press*, owned the land and built the building to house the Schauer Printing Company offices and print shop on the first floor with apartments on the second floor. The use remained the same until 1974 when Michael Towbes, a noted local developer, bought the building and remodeled the interior by architects Peter Edwards and John Pitman (Peter Edwards is the son of William Edwards, the original architect of the building). The 1975 project included a small addition to the rear. The architects took extreme care to preserve the original exterior design. In 1977, Santa Barbara Beautiful presented the remodeled building with an award.

The notable architects Edwards and Plunkett designed the building. They were among the most famous of Santa Barbara's Spanish Colonial Revival practitioners. When the earthquake of 1925 occurred, the Santa Barbara Community Arts Association viewed the disaster as an opportunity to rebuild the downtown in definitive Spanish Colonial Revival, Mediterranean, and Mission styles, which reflect the unique heritage of the City. Legacy works of Plunkett and Edwards include: the Arlington Theatre, El Encanto Hotel and the Bungalow Gardens, the Santa Barbara Municipal Airport, the clubhouse for the Santa Barbara Woman's Club, the fire station at 415 East Sola Street, and National Guard Armory.

Plunkett was born in Rome, New York, in 1900. He entered Syracuse State University in 1919. During his junior year in 1922, he and some friends took a trip to California. Plunkett never returned east and never completed his degree. Instead, he associated himself with an architect in Santa Maria, where he engaged in design work for the Santa Maria Inn. Plunkett's designs are characterized by their remarkable attention to detail, namely window treatments and ornamental iron and tile designs. After marrying in 1923, Plunkett and his wife settled in Santa Barbara where, following the earthquake of 1925, he



was faced with an incredible architectural opportunity as the city decided to rebuild and unify Santa

Barbara under the aesthetics of the Spanish Colonial Revival style. Soon after, Plunkett joined with William A. Edwards to form the firm of Edwards and Plunkett. Together, the two designed both commercial and residential buildings. In 1940, the firm of Edwards and Plunkett dissolved when Edwards left to take a government job. Plunkett, however, continued in the practice. His last design was the El Presidio building at 802-812 Anacapa Street. Sadly, Joseph Plunkett died in May 1946 before his final work was completed.

Architect: Edwards and Plunkett

Architectural Style: Spanish Colonial Revival

Property Type: Office

Original Use: Printing Office and Apartments

Significance: The building qualifies to be designated a Landmark under the following criteria provided by the Municipal Code, Section 22.22.040.

Criterion A. Its character, interest, or value as a significant part of the heritage of the City, the State, or the Nation:

This 1930 Spanish Colonial Revival style building is important to the heritage of Santa Barbara, as the details that are found on the building constitute a resource valuable for its ability to exemplify methods of construction, craftsmanship, attention to detail, and artistry reflective of the Spanish Colonial Revival style. The building illustrates social and aesthetic movements, and conveys a sense of place and time of 1930.

Criterion D. Its exemplification of a particular architectural style or way of life important to the City, the State, or the Nation:

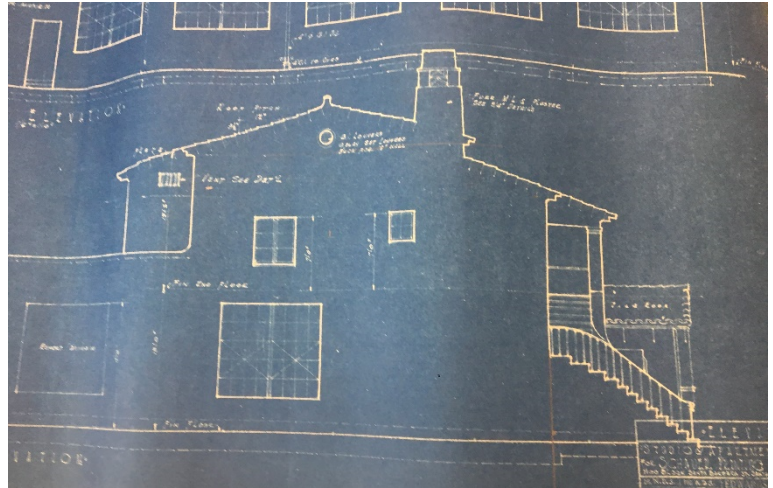
The building exemplifies the Spanish Colonial Revival style which emphasizes the interplay of cubic volumes, patios, pergolas, and verandas; each interpreted and redefined by local architects or regions in their own oeuvre of the form, massing, and decorative treatments. Santa Barbara has examples of the Spanish Colonial Revival style throughout the city from the distinct commercial buildings on State Street, to large homes and estates on the Riviera, to multi-family housing and hotels in the West Beach



neighborhood along the waterfront. This building is an example of the Spanish Colonial Revival Style, which became an important part of Santa Barbara's heritage in the 1920s when the City deliberately transformed its architecture and look from an ordinary western style town into a romantic Spanish Colonial Revival/Mediterranean style city. This transformation was the result of the planning vision of a number of Santa Barbara citizens in the early 1920s with the founding of the Santa Barbara Community Arts Association, which urged that the town identify its individual character and then use planning principles to develop it. As an original building designed in the style important to the identity of Santa Barbara, the building qualifies under criterion D.

The two-story, Spanish Colonial Revival structure is built in a rectangular form and a side gabled massing with lower side wing. A large, tower-like chimney sits to the left side of the roof. Decorative, subtle ridges cut into the stucco coating just below the roofline emphasize the texture and movement of the terra cotta tiles. A curved stairway on the left mounts the front façade to create a balcony and midsection. Square columns rise from the balcony wall to support the expanded shed roof. Below the balcony, flanked by the stairway and front gabled side wing, the arched main entryway appears in a row of large arched windows. The interplay of volumes emphasizes the deep recession of the entrance. The massive, wide spaced walls are adorned with fixed square recessed, horizontally divided light windows. Other ornamentation includes plaster grills and a small balcony enclosed by iron bars. The building employs the following character-defining elements of the Spanish Colonial Revival style:

- Emphasis on expansive planer wall surfaces.
- A combination of complex voids and masses creating an interplay of volumes.
- Roofs covered in terra cotta tiles with emphasis on the terra cotta tile edge that creates a decorative edge from the roof to the wall.
- Venting beneath gable peaks accomplished through decorative grills.
- Windows recessed at the wall plane with a stucco return and no trim. Windows are paired casement windows with lights divided by horizontal mullions.
- Some windows also feature awnings above their opening.
- The stucco chimneys are tower-like elements that are both practical and ornamental.



F. Its identification as the creation, design, or work of a person or persons whose effort has significantly influenced the heritage of the City:

The notable architects Edwards and Plunkett designed the building. They were among the most famous of Santa Barbara's Spanish Colonial Revival practitioners. Legacy works of Plunkett and Edwards include: the Arlington Theatre, El Encanto Hotel, the Bungalow Gardens, the Santa Barbara Municipal Airport, the clubhouse for the Santa Barbara Woman's Club, the fire station at 415 East Sola Street, and National Guard Armory. As the work of Edwards and Plunkett, the building qualifies under criterion F.

Criterion G. Its embodiment of elements demonstrating outstanding attention to architectural design, detail, materials and craftsmanship:

The building was a massive undertaking in architectural design and proficiently embodies elements that demonstrate an outstanding attention to design, detail, materials, and craftsmanship.

The building is noteworthy for its widely arched entry, low pitched gables interplaying with shed roofs comprised of terra cotta tiles, the row of recessed arch windows, and the square columns featured between the square openings of the balcony, each adding a defining touch to the Spanish Colonial Revival style.

Historic Integrity: The building retains most of its original features so that it has high historic integrity of location, feeling, setting, design, and association. The building can still convey its c. 1930 original appearance.

Works Cited:

Redmon, Michael, "Architect Joseph J. Plunkett" *Santa Barbara Independent*. 2017